



# CREATE A LOCAL LEAD MAGNET



Most Realtors say they're "local experts"—but very few prove it. One of the easiest and most effective ways to show value and grow your list at the same time is to create a resource people want: a local guide.

This works because it is helpful, shareable, and puts you in control of the conversation. You're offering something of real value—and the only thing they have to do is give you an email address.

## What to include in your lead magnet:

- ▶ Key phone numbers: utilities, schools, DMV, trash/recycling, emergency contacts
- ▶ Local favorites: your list of go-to restaurants, coffee shops, and service providers
- ▶ Neighborhood tips: where to take kids, best walking trails, seasonal events, etc.
- ▶ Homeowner resources: contractors, cleaners, landscapers, and your recommended vendors



You can keep this document simple—Google Docs, Canva, or even a PDF saved from Word will work. Make sure your name, logo, and contact info are at the bottom of each page.

#### **How to use it:**

- ▶ Offer it in conversation when meeting someone new
- ▶ Promote it on social media as a free download—“drop your email and I’ll send it over”
- ▶ Add it to your website as a lead capture form
- ▶ Use it in follow-up with online leads who aren’t ready to buy or sell yet

If you build a helpful, professional resource and promote it consistently, you’ll build your list and your brand without having to “sell” anything.

## BUILD YOUR LOCAL LEAD MAGNET *WORKSHEET*

Use this worksheet to map out and assemble your local lead magnet. The goal is to create something valuable enough that someone would trade their email to get it—and make you look like the most connected agent in your market.

### STEP 1: TITLE YOUR GUIDE

Give your resource a name that clearly states what it is and who it's for.

EXAMPLE TITLE:

**Welcome to [County Name]: Local Resource Guide**

**The [Town Name] Relocation Starter Pack**

**[Your Name]'s Local Favorites: Eat, Live, and Play in [City]**

YOUR TITLE:

## STEP 2: CHOOSE YOUR SECTIONS

Pick 4–6 sections to include in your guide. Check off the ones you'll use and brainstorm content under each.

**Important Contacts**

(Electric, gas, water, internet, trash, DMV, schools, emergency numbers)

**Restaurant & Coffee Shop Recommendations**

(Organize by category or neighborhood)

**Local Events & Annual Festivals**

(Include dates, websites, and local traditions)

**Parks, Trails, and Family Activities**

(Highlight what's walkable, scenic, or kid-friendly)

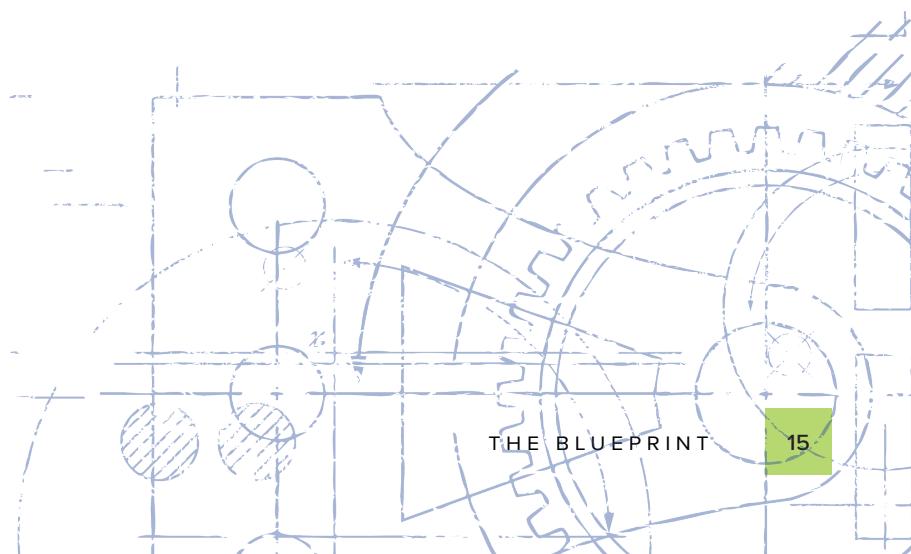
**Trusted Vendors and Service Providers**

(List at least one contractor, cleaner, landscaper, handyman, etc.)

**Local Tips or Neighborhood Breakdown**

(Focus on what newcomers wish they knew)

**Other Ideas: pet resources, gyms, churches, moving companies, transit, etc.**



### STEP 3: FORMAT & DELIVERY

How will you design it?

Choose a format that looks polished but is easy to update.

- Google Doc**
- Canva PDF**
- Word Document exported as PDF**
- Other:** \_\_\_\_\_

Where will you promote it?

- Website lead capture form**
- Social media (organic posts or ads)**
- In-person conversations**
- Email follow-up for online leads**

### STEP 4:

Set a realistic deadline to complete your first draft. Block off 2 hours on your calendar to focus and finish.

**Draft due by:** \_\_\_\_\_

**Final version ready to share by:** \_\_\_\_\_

THIS ISN'T  
JUST A GUIDE.  
IT'S YOUR  
LOCAL  
**ADVANTAGE**